EXHIBIT 62

Zillow Infringes U.S. Patent No. 7,076,443 (Emens)

U.S. Patent 7,076,443 (Emens) - Overview

(12) **United States Patent**
Emens et al.

(10) **Patent No.:** US 7,076,443 B1
(45) **Date of Patent:** Jul. 11, 2006

(54) **SYSTEM AND TECHNIQUE FOR AUTOMATICALLY ASSOCIATING RELATED ADVERTISEMENTS TO INDIVIDUAL SEARCH RESULTS ITEMS OF A SEARCH RESULT SET**

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(73) Assignee: **International Business Machines Corporation**, Armonk, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1116 days.

(21) Appl. No.: **09/583,516**

(22) Filed: **May 31, 2000**

FOREIGN PATENT DOCUMENTS

WO   WO 98/36366   *   8/1998

OTHER PUBLICATIONS

Dialog reference. File 16, 06806736. "Excite@Home Launches New Shopping Service for Holiday Shoppers" PR Newswire, pp4463, Nov. 15, 1999.*

* cited by examiner

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(74) *Attorney, Agent, or Firm*—Delio & Peterson; Leonard T. Guzman

(57)   **ABSTRACT**

The resultant search result items from a search engine performing an Internet search are associated with similar or related advertisements. These associated advertisements, once acquired, may be viewed by a user on demand. An

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U.S. Patent 7,076,443 (Emens) – Claim 1

1. A method of targeting at least one associated advertisement from an Internet search having access to an information repository by a user, comprising:

- **(a) identifying at least one search result item from a search result of said Internet search by said user;**

- **(b) searching for said at least one associated advertisement within said repository using said at least one search result item;**
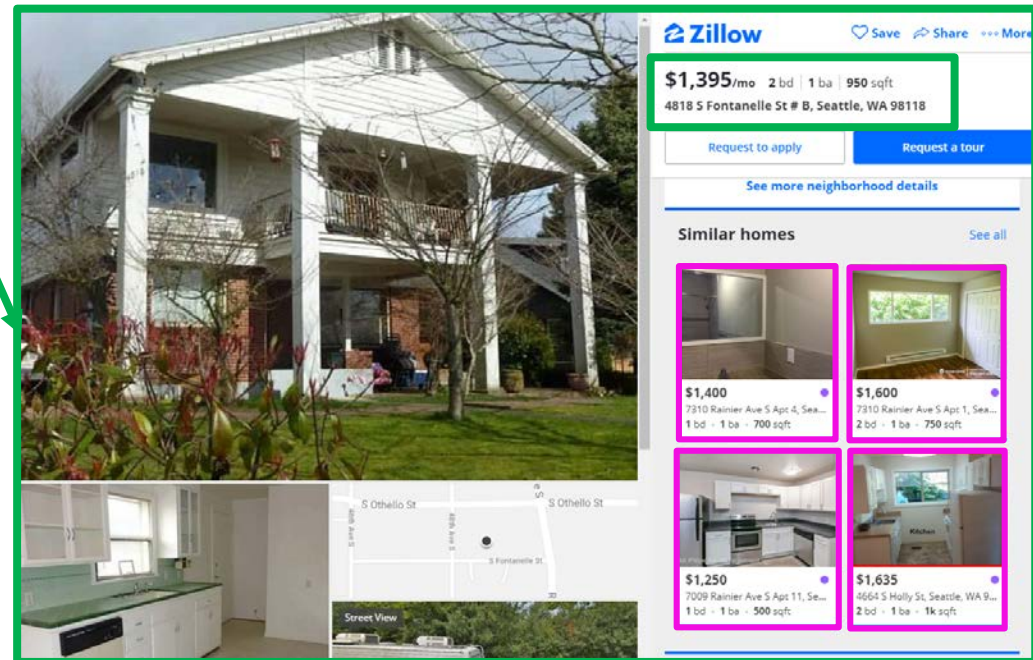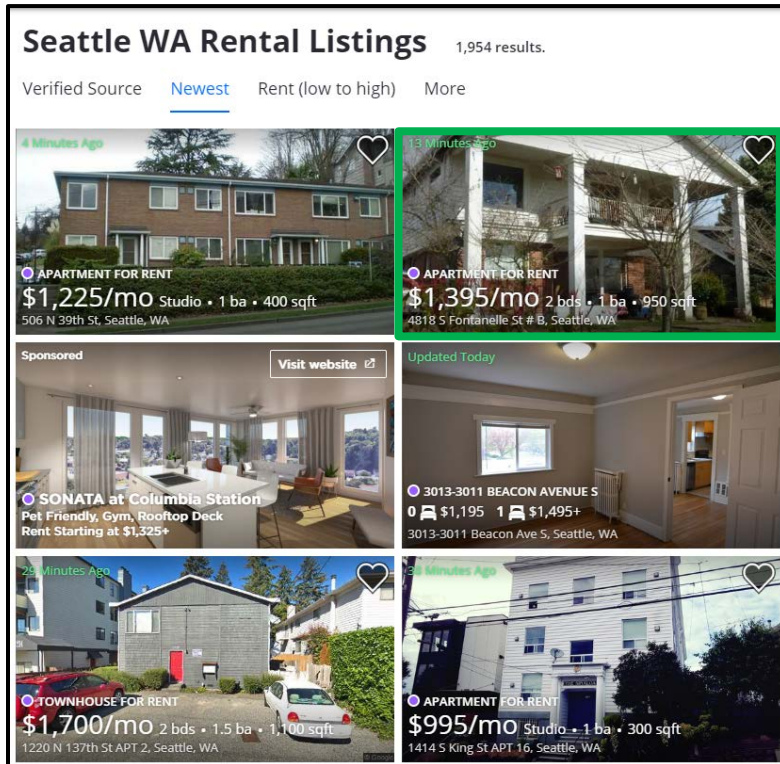
- **(c) identifying said at least one associated advertisement from said repository having at least one word that matches said at least one search result item; and**

- **(d) correlating said at least one associated advertisement with said at least one search result item.**

U.S. Patent 7,076,443 (Emens) – Claim 1

1. A method of targeting at least one associated advertisement from an Internet search having access to an information repository by a user, comprising:

Zillow, https://www.zillow.com.
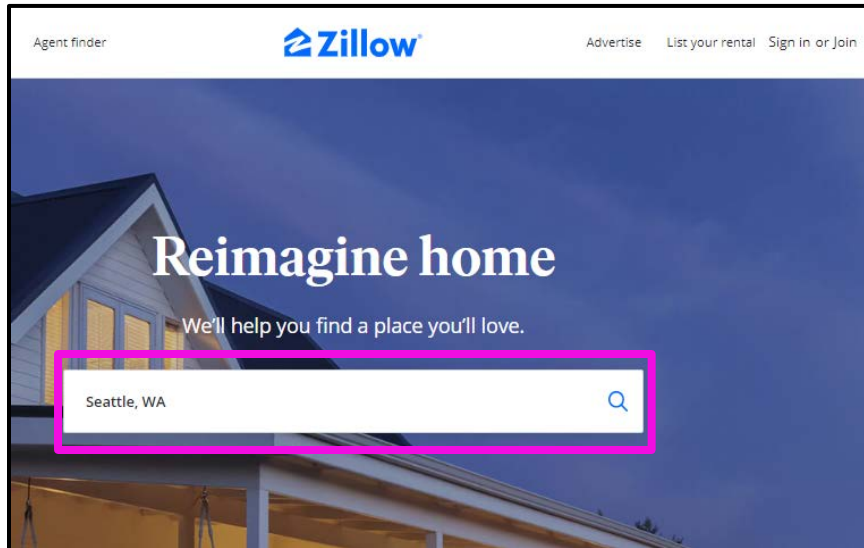
Property listing, Zillow, https://www.zillow.com.
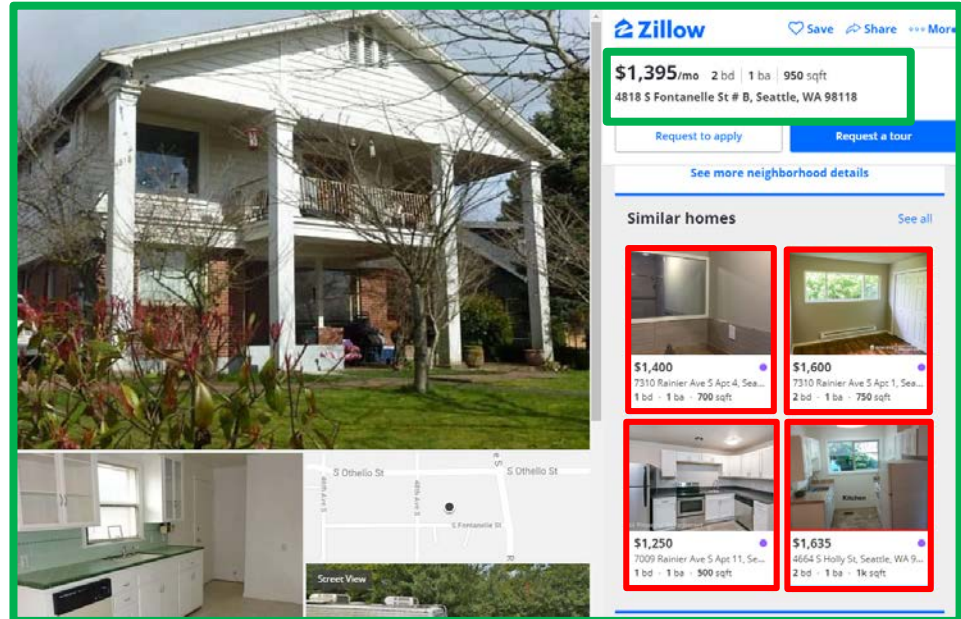
Associated advertisement: "Instead of using user profiles to target advertisement, the resultant search result items from a search engine performing an Internet search are utilized. These search result items are associated with similar or related advertisements." (4:56-60).

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U.S. Patent 7,076,443 (Emens) – Claim 1

(a) identifying at least one search result item from a search result of said Internet search by said user;

Property listing results for Seattle, WA, Zillow,
https://www.zillow.com.

Property listing, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 1

(b) **searching for said at least one associated advertisement within said repository using said at least one search result item**;

Note: Zillow searches for similar homes in its database based on attributes of the property listing result.

Property listing results for Seattle, WA, Zillow, https://www.zillow.com.

JavaScript of search for similar listings, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 1

(c) identifying said **at least one associated advertisement** from said repository having at least one word that matches said at least one search result item; and

Note: After performing a search for similar property listings based on the property listing result, Zillow identifies similar property listings that share at least one word with the associated property.

```
"data": {
 "property": {
  "id": "UHJvcGVydHk6MjEyMjgzNzc1NA==",
  "isFeatured": false,
  "postingContact": {
   "brokerName": null,
   "brokerageName": "PPS Homes, LLC",
   "name": "Bernard Smith",
   "photo": {
    "url": "https://photos.zillowstatic.com/h_i/ISpdn03xgk5e020000000000.jpg"
   }
  },
  "zpid": 2122837754,
  "city": "Seattle",
  "state": "WA",
  "address": {
   "streetAddress": "4818 S Fontanelle St # B",
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118",
   "neighborhood": "Brighton"
  },
```

```
"comps": [
 {
  "price": 1400,
  "currency": "USD",
  "bedrooms": 1,
  "bathrooms": 1,
  "livingArea": 700,
  "address": {
   "streetAddress": "7310 Rainier Ave S APT 4"
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"
```

```
  "price": 1600,
  "currency": "USD",
  "bedrooms": 2,
  "bathrooms": 1,
  "livingArea": 750,
  "address": {
   "streetAddress": "7310 Rainier Ave S APT 1
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"
```

```
  "price": 1250,
  "currency": "USD",
  "bedrooms": 1,
  "bathrooms": 1,
  "livingArea": 500,
  "address": {
   "streetAddress": "7009 Rainier Ave S APT 11",
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"
```

```
  "price": 1635,
  "currency": "USD",
  "bedrooms": 2,
  "bathrooms": 1,
  "livingArea": 1025,
  "address": {
   "streetAddress": "4664 S Holly St",
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"
```
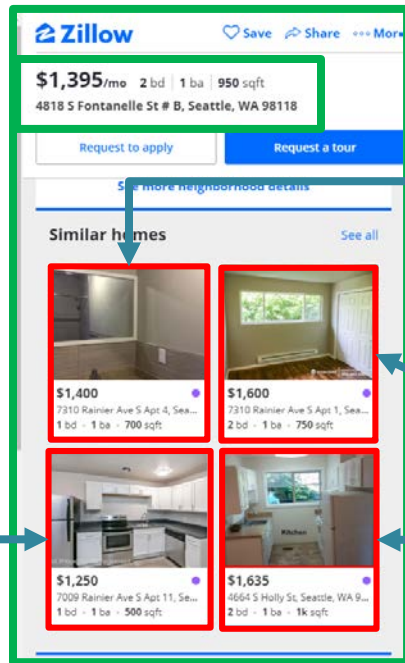
JSON with similar property listings, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 1

(c) identifying said **at least one associated advertisement** from said repository having at least one word that matches said at least one search result item**; and**

Property listing, Zillow,
https://www.zillow.com.

"comps": [
  {
  "price": 1400,
  "currency": "USD",
  "bedrooms": 1,
  "bathrooms": 1,
  "livingArea": 700,
  "address": {
   "streetAddress": "7310 Rainier Ave S APT 4"
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"

  "price": 1600,
  "currency": "USD",
  "bedrooms": 2,
  "bathrooms": 1,
  "livingArea": 750,
  "address": {
   "streetAddress": "7310 Rainier Ave S APT 1
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"

  "price": 1250,
  "currency": "USD",
  "bedrooms": 1,
  "bathrooms": 1,
  "livingArea": 500,
  "address": {
   "streetAddress": "7009 Rainier Ave S APT 11",
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"

  "price": 1635,
  "currency": "USD",
  "bedrooms": 2,
  "bathrooms": 1,
  "livingArea": 1025,
  "address": {
   "streetAddress": "4664 S Holly St",
   "city": "Seattle",
   "state": "WA",
   "zipcode": "98118"

U.S. Patent 7,076,443 (Emens) – Claim 1

(c) identifying said at least one associated advertisement from said repository having at least one word that matches said at least one search result item; and

Property listing, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 1

(d) correlating said at least one associated advertisement with said at least one search result item.

> **_Note:_** Zillow correlates the similar property listings with the selected property listing by listing the similar property listings as "comps" in the JSON file.

JSON with similar property listings, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 1

(d) correlating said **at least one associated advertisement** with said **at least one search result item.**

Note: Zillow correlates the similar property listings with the selected property listing by displaying them as "Similar homes."
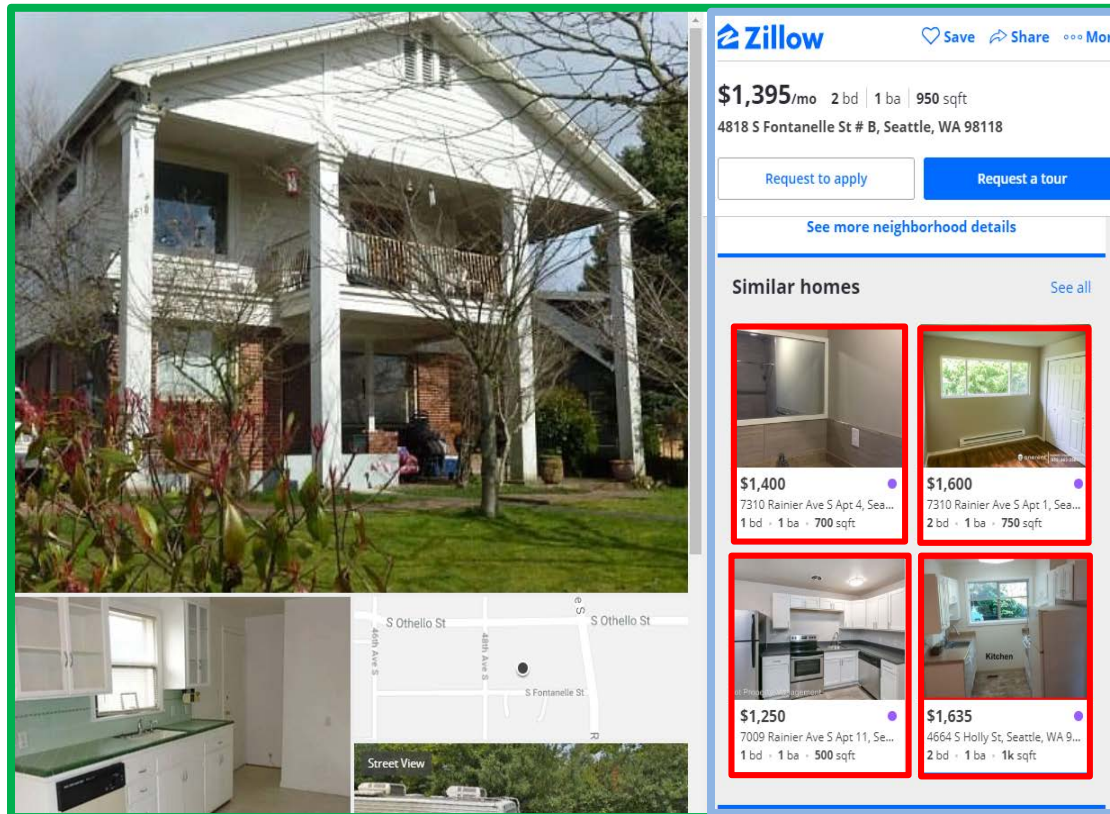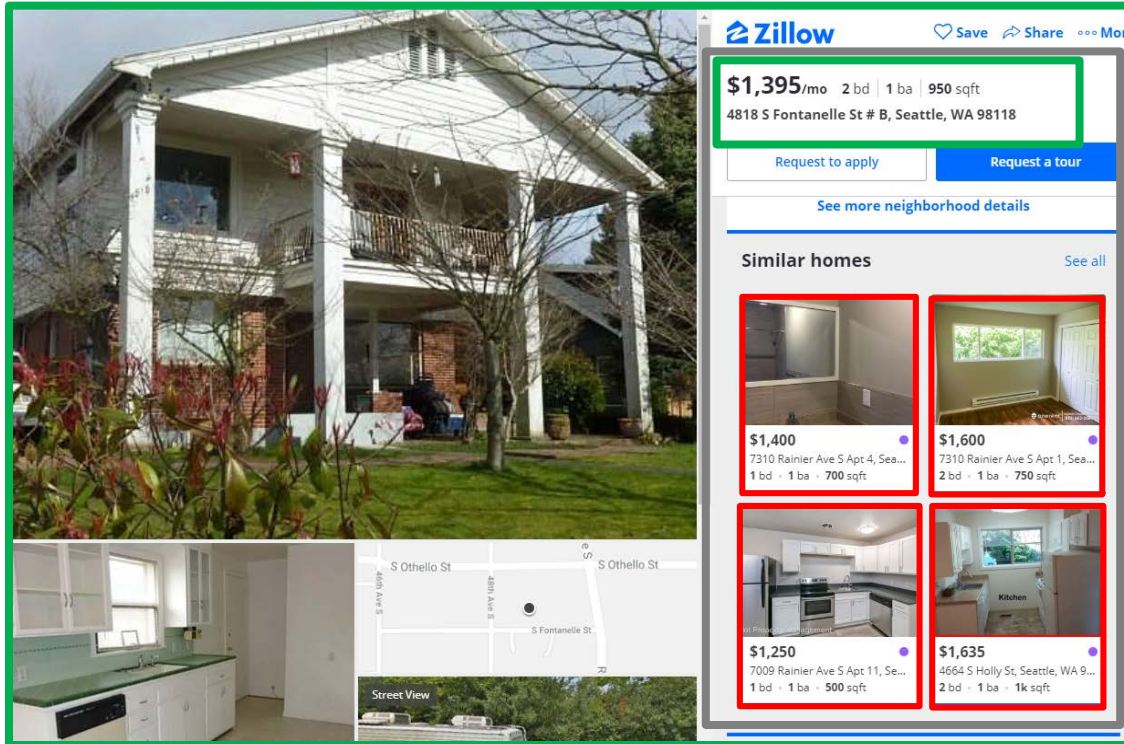

Property listing, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 5

5. The method of claim 1 further comprising designating **said at least one search result item** matched to **said at least one associated advertisement** for subsequent selection by a user**.**

Note: Zillow designates the selected property listing for subsequent selection by displaying the similar property listings that allow a user to access the similar properties matched to the selected property.
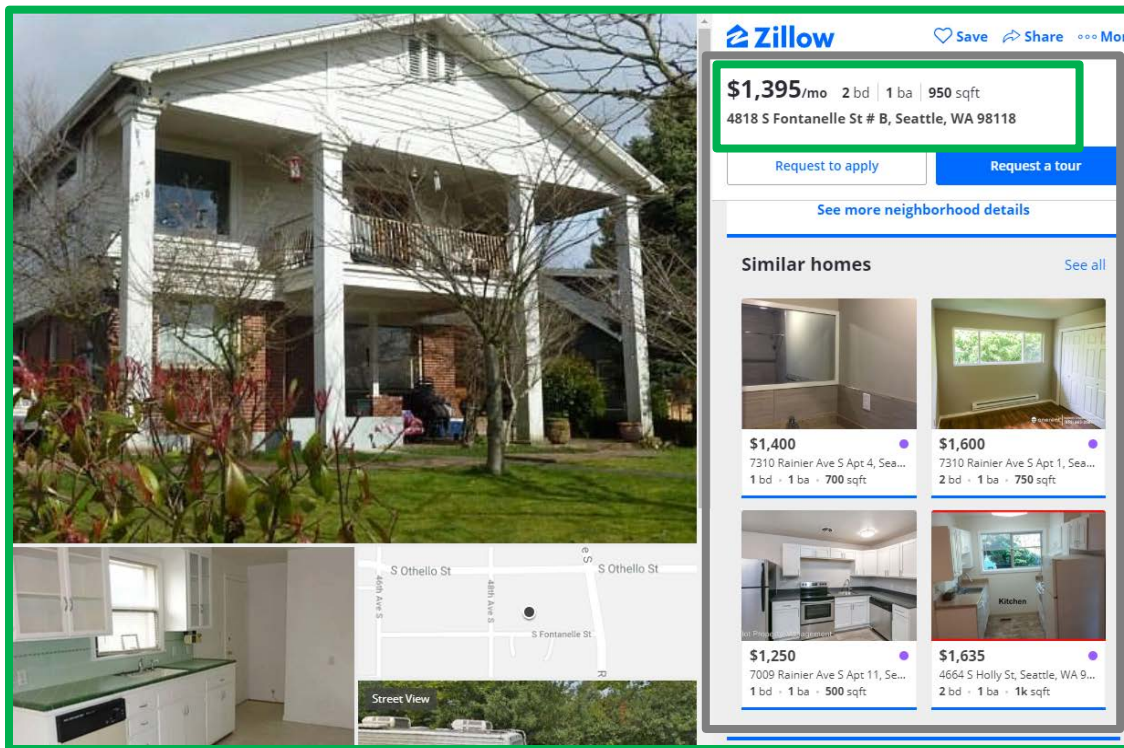

Property listing, Zillow, https://www.zillow.com.

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U.S. Patent 7,076,443 (Emens) – Claim 7

7. The method of claim 5 wherein designating said at least one search result item **further comprises** displaying a graphical user interface to said user**.**

Note: Zillow displays images of the similar properties which allow a user to access the associated property listings matched to the selected property.

Property listing, Zillow, https://www.zillow.com.

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